

Message Text

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PAGE 01 LIBREV 01160 130842Z

ACTION AF-10

INFO OCT-01 ISO-00 EB-07 PASS-00 /018 W

-----140416Z 095447 /20

R 130730Z MAY 77

FM AMEMBASSY LIBREVILLE

TO USDOC WASHDC

INFO SECSTATE WASHDC 9313

UNCLAS LIBREVILLE 1160

E.O. 11652: NA

TAGS: BEXP, GB

SUBJECT: BUSINESS PROPOSAL: CLUETT PEABODY INTERNATIONAL

REF: LIBREVILLE 0709

TO: MR THEODORE KOTON
VICE PRESIDENT
CLUETT, PEABODY INTERNATIONAL
530 FIFTH AVENUE
NEW YORK NY 10036
PHONE 212-697-6100
CABLE: CLUPECO

1. UPON RECEIPT OF YOUR LETTER OF APRIL 18, WE AGAIN
CONTACTED MR HARLE OF MBOLO RE YOUR PROPOSAL. MR HARLE,
TO OUR SURPRISE, TOLD US THAT HE IS NO LONGER INTERESTED
IN US PRODUCTS BECUASE OF A QUOTE STUDY UNQUOTE WHICH INDICATED
TO HIM THAT COSTS WOULD BE TOO GREAT. HE STATED THAT
HE HAS ALREADY WRITTEN YOU TO THIS EFFECT.

2. WE APPROACHED TWO OTHER LIBREVILLE FIRMS TO DETERMINE
WHETHER THERE WAS ANY INTEREST IN BOTH SHIRTS AND HOME
FURNISHINGS. MR LOUIS BESSON, DIRECTOR MAGAMOD, BP 972
LIBREVILLE IS DEFINITELY INTERESTED IN ARROW SHIRTS AND
REQUESTED CATALOGS, MATERIAL SAMPLES, FULL PRICE DATA, AND
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COSTS OF SHIPMENT BY AIR AND BY SEA. MR BESSON WILL BE
IN PARIS FROM MUNE TO SEPTEMBER AND WONDERS WHETHER HE
WOULD BE ABLE TO SEE SAMPLES OF ARROW SHIRTS THERE. BESSON
IS INTERESTED TO A LESSER DEGREEE IN HOME FURNISHING
AND CURRENTLY ORDERS THOSE PRODUCTS FROM FRANCE AND FAR EAST.
NEVERTHELESS, HE WOULD APPRECITE RECEIVING FUL DETAILS,
INCLUDING SEA FREIGHT SHIPMENT COSTS TO LIBREVILLE.

3. MR GEORGE LAMARCHE, DIRECTOR, PERSONNAL ET GARDIN
BP 57 LIBREVILLE, IS ALSO INTERESTED IN SHIRTS AND HOME
FURNISHINGS BUT PERHAPS NOT AS MUCH AS BESSON,
HE WOULD APPRECIATE RECEIVING FULL PRODUCT DOCUMENTATION,
SHIPPING COSTS, ETC. HE CURRENTLY HANDLES SOME US
PRODUCTS BUT STRESSED THAT HE DOES NOT PREFER LETTER
OF CREDIT METHOD OF PAYMENT.

4. EMBASSY WILL BE HAPPY TO FORWARD YOUR CORRESPONDENCE
WHICH MUST BE IN FRENCH, TO MESSRS BESSON AND LAMARCHE.
PLEASE ADVISE IF WE MAY BE OF FURTHER ASSISTANCE. DEJARNETTE

NOTE BY OCT: PASSED ABOVE ADDRESSEE.

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Message Attributes

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